

## PRESS RELEASE

### Planteneers Makes Big Impact at Plant Based World Expo **The Plantbaser Wins Technology Innovation Award**

**Hamburg, September 2023** – “Two and half years of hard work paid off. It’s a great feeling to be rewarded this way,” says Florian Bark, Product Manager Plantbaser. “Our Plantbaser digital product configurator amazed visitors at the Plant Based World Expo in New York.”

With the Plantbaser, companies can get new ideas off the ground in a very short time. From idea to finished product takes just two weeks. Users can put together their desired product in 15 to 20 minutes, with no dedicated plant-based knowledge needed. Test samples are ready to taste two weeks later. With over 1300 recipes the Plantbaser offers the world’s largest selection of plant-based products in multiple categories, from milk and cheese alternatives to deli foods to meat and fish. “I’ve never seen anything like it. It’s unique” – a reaction that Florian Bark and his colleagues heard many times from show attendees. “Visitors were very interested and tried out configuring right at the booth,” says Bark.

Planteneers made a big impact, and not just with the digital tool – five products made it to the finals. In the Meat Alternatives category, the Chicken Breast was “Recommended.” In Plant Protein, Planteneers was shortlisted with its Steak Filet. Its other finalists were plant-based alternatives to parmesan, salmon filet, and salami sticks. “We’re very proud of this outcome, and we’re looking forward to the coming Plant Based World Expo in London in mid-November,” notes Florian Bark.

*One more note: You can find photos of this press release under this link:*

<https://mediastock.stern-wywiol-gruppe.de/transfer/456c1bd736f981ff6ddb7b3aa8695e3031d9605eeafb32aa5b5d6172249f5866>

#### **About Planteneers:**

*Planteneers GmbH, headquartered in Ahrensburg, Germany, develops and produces custom system solutions for plant-based alternatives to meat, sausage, and fish products, as well as cheese, dairy products, and deli foods. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of twelve sister companies, Planteneers can make use of many synergies. The company has access to the knowledge of some 170 R&D specialists and to the extensive applications technology of the large Stern Technology Center in Ahrensburg. Part of the Technology Center, the Plant Based Competence Center formed in 2019 is the creative pool for alternative solutions, and the heart of Planteneers. Customers also benefit from the Group’s international network of 19 subsidiaries and numerous qualified foreign representatives in the world’s key markets, as well as shared production facilities and the Group’s own logistics*

*resources. With revenues exceeding 760 million euros and some 1950 employees around the globe, the Stern-Wywiol Gruppe is one of the world's most successful international suppliers of food & feed ingredients.*

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